

ABM Focused on Results

No matter where you are in your ABM journey, TechTarget works hand-in-hand with you to achieve real results.

TechTarget is different from other B2B ABM solution providers because we meet you where you are, accelerate your strengths and help you plug holes.

Priority Engine™ is a broad and flexible ABM platform that addresses all of your ABM needs in one solution. Below you can see how we support you with a full suite of Do-It-Yourself (DIY) integrations and Do-It-For-You (DIFY) services. We plug into your stack and automate your workflows. Where you lack tech or resources, we're an extension of your team.

850 Priority Engine customers (unique instances)

81% of customers sync their ABM lists into Priority Engine

19M unique ABM prospects exported from Priority Engine this year

ABM Engagement Channel	DIY via Priority Engine	TechTarget DIFY Services
Email/Nurture/Outbound	API into Your MAP	Custom content creation, content syndication, lead gen services
Sales enablement	API into CRM	Confirmed Project™ creation, sales playbooks, cadence templates, calling scripts, hands-on rep training
Digital banners	Plug into DSP	Banner placements on and off TechTarget publishing network
Social network retargeting	Plug into LinkedIn, Facebook	Message advisory services
Direct mail	Leveraging opt-in contacts	Message/CTA guidance services
AI cadence tools	Via CRM integration	Message advisory services
Custom website	Direct connect to CRM/MAP	Full website creation, guaranteed page views



TechTarget vs. Other ABM Solutions

● = Strength ● = Capability

ABM Goals	TechTarget	bombora	terminus	DEMANDBASE	mrp	sense	Engagio
Account Selection	●	●	●	●	●	●	●
Account Prioritization	●	●	●	●	●	●	●
Net New Opt-in Contacts	●						
Active, In-market Prospects	●						
Account-based Advertising	●		●	●	●	●	●
Account-based Lead Gen	●				●		
Behavioral Intelligence for Personalized Messaging	●		●	●	●	●	●
Account-based Selling	●			●	●		●

Account Selection.

TechTarget helps you define and enhance your target lists based on exactly who is actively researching solutions like yours right now.

Account Prioritization.

Priority Engine scores and ranks target account lists based on the recent and relevant research activity of named buyers on the account team.

Net New Opt-in Contacts.

TechTarget provides you with the actual, active opt-in buyers from target accounts, along with insights on their specific, granular technology and vendor interests.

Account-based Demand Creation. TechTarget's uniquely coordinated and continuously optimized ABM advertising and lead gen programs maximize multi-channel engagement of target accounts and buying team contacts.

Behavioral Intelligence for Personalized Messaging. Priority Engine provides both marketers and sellers with rich account details, product install data and buying team interests to help sales hyper-personalize outreach and increase response rates.

Account-based Selling. As ABM helps align marketing and sales teams, Account-based Selling carries it forward to closed won revenue. Sellers need timely insights, knowledge of who to prioritize, notifications and the right access points to call.

To learn more, contact your TechTarget sales representative today.

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.

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